WHAT IS CLAIMED IS:

1   1. A computer-implemented method for generating anonymous leads from

2 anonymously submitted database search criteria, comprising:

3   (a)   generating a prospect having:

4   (i)   device-identifying information,

5   (ii)   prospect-identifying information, and

6   (iii)   search information corresponding to anonymously submitted

7   search criteria;

8   (b)   providing prospect information to a business expert in a prospect

9   presentation, wherein the prospect presentation is designed to enable

10   generation of a proposal, and wherein the prospect information does not

11   include the device-identifying information from the prospect; and

12   (c)   providing proposals to devices associated with prospects for which the

13   proposals are generated.

1   2. The computer-implemented method of claim 1, wherein the search

2 information also corresponds to post-search browsing activity data.

1   3. The computer-implemented method of claim 1, wherein the prospect

2 information relates to a plurality of prospects, all of which are active.

1   4. The computer-implemented method of claim 1, further comprising:

2   (a)   notifying a business expert of a new prospect; and

3   (b)   tracking a status of a proposal.

1   5. The computer-implemented method of claim 1, wherein the prospect also has

2 gateway information if available, and wherein the prospect information provided to a

3 specific business expert does not include data from prospects having particular gateway

4 information if the specific business expert does not have an affiliation with the particular

5 gateway.

1   6. The computer-implemented method of claim 1, wherein the providing

2 proposals step comprises:

3   (a)   receiving a request for a formatted set of data, wherein the request includes

4   a device identifier;

5   (b)   checking a status indicator to determine whether a proposal should be

6   provided;

7   (c)   adding a proposal notification to the requested formatted set of data, if the

8   checking step results in a determination that a proposal should be

9   provided; and

10   (d)   sending the formatted set of data.

1   7. The computer-implemented method of claim 6, wherein the proposal

2 notification provides a link to a proposal-viewer, which enables anonymous

3 communication between the device user and the business expert.

1   8. The computer-implemented method of claim 7, wherein the status indicator is

2 included in the request, and wherein the formatted set of data comprises a web page, the

3 prospect presentation comprises one or more web pages, the proposal-viewer comprises

4 one or more web pages, the device identifier comprises a cookie, the status indicator

5 comprises a cookie, and the prospect comprises an XML data set.

1   9. A computer system for anonymously connecting business experts with

2 consumers, comprising:

3   (a)   a database for storing prospects having search information corresponding

4   to anonymously submitted search criteria; and

5   (b)   a server engine coupled with a network and the database, the server engine

6   being configured to:

7   (i)   receive requests including device-identifying information and

8   anonymously submitted search criteria;

9   (ii)   generate the prospects;

10   (iii)   supply a business database with the anonymously submitted search

11   criteria;

12   (iv)   provide anonymous leads derived from the prospects; and

13   (v)   furnish proposals directed to users of identified devices.

1   10. The computer system of claim 9, further comprising the business database.

1   11. The computer system of claim 9, wherein the search information also

2 corresponds to post-search browsing activity data.

1   12. The computer system of claim 9, wherein the server engine is further

2   configured to not provide anonymous leads derived from particular prospects to particular

3   business experts based upon gateway information for the particular prospects and

4   gateway affiliation information for the particular business experts.

1   13. The computer system of claim 9, wherein the server engine is configured to

2   furnish the proposals by selective use of session identifiers and device identifiers.

1   14. The computer system of claim 13, wherein the server engine is further

2   configured to enable anonymous communication between proposal generators and

3   proposal receivers.

1   15. The computer system of claim 13, wherein the business database contains data

2   regarding real estate, and wherein the server engine comprises a web server, the session

3   identifiers are session cookies, and the device identifiers are permanent cookies.

1   16. A computer readable medium having computer program instructions stored

2   therein, the computer program instructions comprising instructions for:

3   (a)   generating a prospect having:

4   (i)   device-identifying information,

5   (ii)   prospect-identifying information, and

6   (iii)   search information corresponding to anonymously submitted

7   search criteria;

8   (b)   providing prospect information to a business expert in a prospect

9   presentation, wherein the prospect presentation is designed to enable

10   generation of a proposal, and wherein the prospect information does not

11   include the device-identifying information from the prospect; and

12   (c)   providing proposals to devices associated with prospects for which the

13   proposals are generated.

1   17. The computer readable medium of claim 16, wherein the search information

2   also corresponds to post-search browsing activity data.

1   18. The computer readable medium of claim 16, wherein the prospect also has

2   gateway information if available, the computer program instructions further comprising

3   instructions for:

4   (a)   checking for gateway information prior to executing the providing

5   prospect information instructions; and

6   (b)   excluding specific business experts from receiving prospect information

7   associated with a gateway if the specific business experts lack an

8   association with the gateway.

1   19. The computer readable medium of claim 16, further comprising instructions

2   for:

3   (a)   receiving a request for a formatted set of data, wherein the request includes

4   a device identifier;

5   (b)   checking a status indicator to determine whether a proposal should be

6   provided;

7   (c)   adding a proposal notification to the requested formatted set of data, if the

8   checking step results in a determination that a proposal should be

9   provided; and

10   (d)   sending the formatted set of data.

1   20. The computer readable medium of claim 19, wherein the status indicator is

2   included in the request, and wherein the formatted set of data comprises a web page, the

3   prospect presentation comprises one or more web pages, the proposal-viewer comprises

4   one or more web pages, the device identifier comprises a cookie, the status indicator

5   comprises a cookie, and the prospect comprises an XML result set.

1   21. A computer-implemented method for anonymously connecting sales agents

2   with consumers of housing, comprising:

3   (a)   providing a software application designed to communicate with a database

4   containing information regarding housing, wherein the software

5   application is accessible via a computer network and enables searching of

6   the database, whereby search criteria is stored in association with search-

7   requestor information without a requirement of user registration; and

8   (b)   wherein the software application generates prospects from the search

9   criteria for viewing, and the software application enables generation of

10   search-requestor-directed proposals based upon the prospects without

11   revealing contact information for the search-requestor.

1   22. The computer-implemented method of claim 21, wherein the software

2   application further enables anonymous communication between a proposal-creator and a

3   proposal-receiver.

1   23. The computer-implemented method of claim 21, wherein the information

2   regarding housing includes information regarding real estate for sale, information

3   regarding factory-built homes, information regarding common interest developments, and

4   information regarding apartments for rent.

1   24. The computer-implemented method of claim 21, wherein the software

2   application comprises:

3   (a)   a presentation layer;

4   (b)   a middle layer, having business rule implementation objects,

5   communications objects and database messaging objects; and

6   (c)   a database.

1   25. The computer-implemented method of claim 24, wherein the database

2   messaging objects include objects for translating XML data into a database-specific

3   format.